

SIMONE MULARGIA

Full Professor of Sociology of Cultural and Communicative Processes
LUMSA – Libera Università Maria Santissima Assunta, Rome | s.mulargia@lumsa.it

CURRENT POSITION

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- Since November 2025 Full Professor (Professore Ordinario)**
Sector: GSD 14/GSPS-06 – Sociology of Cultural and Communicative Processes (SPS/08)
Department of Human Sciences – Communication, Education, Psychology
LUMSA – Libera Università Maria Santissima Assunta, Rome
- Since October 2020 Associate Professor (Professore Associato)**
Sector: GSD 14/GSPS-06 – Sociology of Cultural and Communicative Processes (SPS/08)
Department of Human Sciences – Communication, Education, Psychology
LUMSA – Libera Università Maria Santissima Assunta, Rome
- Since January 2025 Vice-Director, Department of Human Sciences – Communication, Education, Psychology**
LUMSA, Rome
- Since June 2021 President, Master's Degree Programme in Marketing & Digital Communication (LM-59)**
LUMSA, Rome
- Since May 2025 Rector's Delegate for LUMSA Alumni Network**
LUMSA, Rome

EDUCATION

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- 2004 – 2008 PhD in Communication Sciences (XX Cycle)**
Faculty of Communication Sciences, Sapienza University of Rome
Thesis: "Video-gaming Experiences and Social Relationships Mediated by Network Technologies"
- 1998 – 2004 Five-year Degree (Laurea) in Communication Sciences – 110/110 cum laude**
Faculty of Communication Sciences, Sapienza University of Rome
Thesis: "The Diamond and the Embers. Between Utopias of Transparent Communication and Navigation of Ludic Surfaces"
Supervisor: Prof. Alberto Marinelli

NATIONAL SCIENTIFIC HABILITATION (ASN)

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- December 2023 Full Professor (I fascia) – Sector 14/C2: Sociology of Cultural and Communicative Processes**
Call D.D. 553/2021 – 6th quadrimester

March 2018

Associate Professor (II fascia) – Sector 14/C2: Sociology of Cultural and Communicative Processes

Call D.D. 1532/2016 – 4th quadrimester

PREVIOUS ACADEMIC POSITIONS

June 2017 – May 2020 Fixed-term Researcher (RTD-A)

Department of Communication and Social Research (CoRIS), Sapienza University of Rome

Research project: "Social and communication theories and research applied to inclusion, participation, and socialisation, including those mediated by digital technologies" (SPS/08)

Oct. 2014 – Sep. 2016 Research Fellow (Assegnista di ricerca)

Department of Communication and Social Research, Sapienza University of Rome

Project: "SHAKEnetworks: the role of social media in emergency communication and seismological research dissemination" (PI: Prof. Francesca Comunello)

Apr. 2010 – May 2014 Research Fellow (Assegnista di ricerca)

Centro di Ricerca Impresapiens, Sapienza University of Rome

Project: "Analysis and research on media companies, professional profiles and digital contents from a Media Education perspective" (SPS/09; PI: Prof. Renato Fontana)

AY 2011/12 – 2012/13 Adjunct Lecturer – Theories and Techniques of New Media

Faculty of Arts, University of Siena

2006 – 2008

Socio-economic Researcher – Information Society

CNIPA (National Centre for IT in Public Administration), Regional Competence Centres project (CRC), Lazio Region

INTERNATIONAL FELLOWSHIP

Mar. 2014 – Feb. 2016 Research Fellow – "Mobile Communication, Economy, and Society" group

Internet Interdisciplinary Institute (IN3), Open University of Catalonia (UOC)

Group leader: Prof. Manuel Castells

RESEARCH INTERESTS

- Sociology of digital media, social media, and online communication
- Ageism, digital ageism, and intersections of age and gender in ICT use
- Emergency communication and social media
- Video games, esports, and participatory cultures
- AI and generative technologies in communication and journalism
- Media education and children's rights in digital environments

FUNDED RESEARCH AS PRINCIPAL INVESTIGATOR

2025	"The unexpected relationship between influence and older adults. The role of older influencers in negotiating online identity" CARI – LUMSA University Research Council (€1,400)
2024	"No country for old people. Use of generative AI for tourism promotion on Facebook and Instagram: opportunities and new forms of ageism" CARI – LUMSA University Research Council (€1,500)
2023	"Reaction videos in Italy: media genres and usage practices" CARI – LUMSA University Research Council (€1,500)
2018	"Woman hacking, peril thriving. ICT-related sexist (self)stereotypes among young and older people" Sapienza University Research Fund – Medium Projects (€11,000)
2017	"Cyberbullying and Media Education in Lazio" Commissioned by Co.Re.Com. Lazio – Department of Communication and Social Research, Sapienza (€16,000 + VAT) Part of the wider project "Web Reputation and Online Behaviour of Young People in Italy" (in collaboration with LUMSA, Università Cattolica, and Università Federico II)

SELECTED RESEARCH PARTICIPATION

2024 (ongoing)	AIA – Exploratory research on AI Ageism as a socio-technical issue University of L'Aquila – PI: Prof. Francesca Belotti
2021 – 2023	"Social media and vaccine confidence" / "Vaccini e dintorni" Sapienza Large Research Fund – PI: Prof. Francesca Comunello
2014 – 2017	SHAKEnetworks – PRIN (MIUR) National Project Role of social media in earthquake emergency communication – PI: Prof. Francesca Comunello
2015 – 2016	"Smart watches, adoption(s) and appropriation(s)" Funded by SSHRC (Canada) – in collaboration with ACT network and IN3/UOC
2014 – 2015	"Interactions with and through mobile phones among elders" International research with case studies in Europe and North America

DOCTORAL PROGRAMME ACTIVITIES

Since Nov. 2021	Member of the Doctoral College – "Development and Wellbeing of Individuals and Organisations" (DOT1760374) LUMSA University, Rome Supervisor of 2 doctoral dissertations; regular teaching on qualitative research methods applied to digital media analysis
July 2023	External Examiner – PhD Thesis Defence

"Communication management strategies for risk prevention and emergency response: The 1-1-2 in the EU"
Universidad del País Vasco / Euskal Herriko Unibertsitatea

TEACHING ACTIVITIES (SELECTED, CURRENT APPOINTMENTS)

2020/21 – present	Communication for Innovation (9 CFU), LUMSA Digital & Social Media: Analysis and Strategies (6 CFU), LUMSA Internet Studies – Social Media Management (3–6 CFU), LUMSA Digital Public Relations (6 CFU, in English), LUMSA
2024/25	Co-Director, 1st-level Master's in Advanced Communication, Artificial Intelligence and Data Management – LUMSA Master School
2024 – present	Faculty, Alta Scuola di Specializzazione Olimpica (CONI) – Module coordinator: "eSports and New Development Opportunities"

EDITORIAL AND PEER REVIEW ACTIVITIES

Editorial boards	Comunicazionepuntodoc (editorial board member, 2009 – present)
Peer reviewer for	Problemi dell'Informazione (A), American Behavioral Scientist (A), Acta Sociologica (A), Sociologia della Comunicazione (A), Humanities and Social Sciences Communications (A), Mobile Media & Communication
Conference reviewer	AoIR, ECREA, ITAP/HCI International, SISCC
ECREA role	Vice-Chair, Temporary Working Group on Aging & Communication (elected, since September 2024)

EXPERT ROLES AND PUBLIC ENGAGEMENT

Since May 2021	Member of the PEGI Expert Board Pan European Game Information – the European age-classification system for video games, used in 35+ countries
Jun.–Jul. 2019	Expert participant – AGCom Co-regulation Technical Working Group Development of guidelines for classification of web audiovisual content and video games (Sapienza / AGCOM)
Since June 2025	Member of the Steering Committee, Centre for Advanced Studies in Economic and Social Journalism Promoted by LUMSA University, LUMSA Master School, and Fondazione Roma

SCIENTIFIC SOCIETY MEMBERSHIPS

ICA (International Communication Association) · IAMCR (International Association for Media and Communication Research) · ECREA (European Communication Research and Education Association) · AoIR (Association of Internet Researchers) · ISCRAM (Information Systems for Crisis Response and Management)

SELECTED PUBLICATIONS

Monographs

- Comunello, F., & Mulargia, S. (2018). *Social Media in Earthquake-Related Communication: Shake Networks*. Emerald Publishing, UK.
- Mulargia, S. (2016). *Videogiochi. Effetti (sociali) speciali*. Guerini e Associati, Milan.

Articles in Peer-Reviewed Journals (Class A)

- Belotti, F., Fernández-Ardèvol, M., Bozan, V., Comunello, F., & Mulargia, S. (2026). Double standards of generative AI chatbots: Unveiling (digital) ageism versus sexism through sociological interviews. *Big Data & Society*, 13(1).
- Mulargia, S., & Serafini, L. (2026). Reaction videos as “interpassive” aesthetic experiences: Understanding the meaning of diffuse media practices in the platform society. *The Communication Review*, 1–25. <https://doi.org/10.1080/10812397.2026.2144448>
- Nespoli, F., Mulargia, S. (2023). Reaction video. Nuove forme estetiche, tra identificazione e consumo delle emozioni. *H-ERMES*, 25, 23–42. doi: 10.1285/i22840753n25p23
- Parisi, L., Mulargia, S., Comunello, F. et al. (2023). Exploring the vaccine conversation on TikTok in Italy: beyond classic vaccine stances. *BMC Public Health*. doi: 10.1186/s12889-023-15748-y
- Comunello, F., Mulargia, S. (2022). Does the "Platform Society" Mean the End of the "Network Society"? Reflections on Platforms and Networks. *American Behavioral Scientist*. doi: 10.1177/00027642221092797
- Comunello, F., Rosales, A., Mulargia, S. et al. (2022). 'Youngsplaining' and moralistic judgements. Exploring ageism through digital 'media ideologies'. *Ageing & Society*, 4, 938–961. doi: 10.1017/S0144686X20001312
- Fernández-Ardèvol, M., Belotti, F., Ieracitano, F., Mulargia, S. et al. (2022). "I do it my way". Idioms of practice and digital media ideologies. *New Media & Society*, 1, 31–49. doi: 10.1177/1461444820959298
- Comunello, F., Mulargia, S., Sarrica, M. (2020). ICTs for community development: bridging conceptual, theoretical, and methodological boundaries. *American Behavioral Scientist*. doi: 10.1177/0002764220952103
- Comunello, F., Mulargia, S. (2017). Social media for emergency communication in Italian local institutions. *Sociologia e Ricerca Sociale*, 112, 111–137.
- Comunello, F., Mulargia, S., Parisi, L. (2017). Sense-giving in the childhood vaccine controversy on Facebook. *Problemi dell'Informazione*, 42(3), 431–458.
- Comunello, F., Fernández-Ardèvol, M., Mulargia, S., Belotti, F. (2017). Women, youth and everything else: age-based and gendered stereotypes in digital technology among elderly Italian mobile phone users. *Media, Culture & Society*, 39(6), 798–815.
- Comunello, F., Mulargia, S., Parisi, L. (2016). The 'proper' way to spread ideas through social media: affordances and constraints as perceived by Italian activists. *The Sociological Review*, 64, 515–532. doi: 10.1111/1467-954X.12378
- Comunello, F., & Mulargia, S. (2014). User-Generated Video Gaming: Little Big Planet and Participatory Cultures in Italy. *Games and Culture*, 10(1), 57–80. doi: 10.1177/1555412014557028

Book Chapters (selected)

- Mulargia, S. (2025). Videogiochi e gamification. In Balbi, G. et al. (Eds.), *Studiare i media* (pp. 315–323). Carocci.
- Comunello, F., Mulargia, S., Ieracitano, F. (2023). "Forever young?": Digital technology, ageism and the (non-)ideal user. In Rosales, A. et al. (Eds.), *Digital Ageism* (pp. 18–35). Routledge. doi: 10.4324/9781003323686
- Mulargia S. (2014) *Twittare in condizioni di emergenza. Dall'attivazione spontanea degli utenti alle strategie istituzionali* in Comunello F. (a cura di) *Social media e comunicazione d'emergenza*, Guerini, Milano

SELECTED INTERNATIONAL CONFERENCE PRESENTATIONS

- ICA 2023, Toronto – "When awareness is not enough (to break stereotypes): intersections between ICT-related sexism and ageism in Italy"
- ECREA 2022, Aarhus – "When gendering meets ageing: intersections between ICT-related sexism and ageism"

- IAMCR 2021, Nairobi/Online – "How (not) to give into stereotypes. Intersections between ICT-related sexism and ageism in Italy"
- IAMCR 2020, Online – "Mirror mirror on the wall... Ambivalent attitudes in Italian Instagram users' narratives on female beauty and influencers"
- ICA 2020, Online – "Between stereotypes and patronizing attitudes: adaptation strategies by young and old social media users" (Poster)
- AoIR 2016, Berlin – "No more birthday greetings on my Facebook wall, please! Social media usage patterns and idioms of practice among young Italian users"
- ECREA 2016, Prague – "Between 'debunking' and 'echo-chamber' effects: exploring the childhood vaccine controversy among Italian Facebook users"
- ECREA 2014, Lisbon – "No country for old men? Analyzing older people's attitudes toward mobile communication"
- ECREA 2012, Istanbul – "No more birthday greetings on my Facebook wall, please. User representations of different social media platforms"

Roma, 25 marzo 2026

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